



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

Luc, Inc.  
25 Whitlock Place, SW  
#201  
Marietta, GA 30064-3142

## Contract # 330527

Schedule Dates 09/12/12-09/16/12  
Advertiser Pol/Critz M/D/Con/PA (12930)  
Agency Luc, Inc. (2895)  
Product Political - Federal Candidate (1067)  
Brand POL/M CRITZ/D/CON/PA (68636)  
Salesperson Telerep/Atlanta, Atlanta (1044)  
Sales Office Telerep/Atlanta  
Buyer Name MILLS,AMY  
Phone/Fax /  
CPE N/A  
Account Types National/Political  
Billing Type Standard  
Comments 2427  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Date Entered 09/07/12  
Last Modified 09/07/12  
Entered By Jennifer Stewart  
CO-OP Yes  
Headline # 06303901  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$2,136.00  
Net Total \$12,104.00  
Sales Tax

Pittsburgh (WPXI)  
By Broadcast Month  
Sep. 2012 22 \$14,240.00  
Grand Total: 22 \$14,240.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/13/12-09/13/12	5	:30	5:59A- Channel 11 News 6am	1				1				1	\$795.00	\$795.00	Pittsburgh (WPXI)	NEWS 6-7A/1	9/7/12
2.0	Normal Line / Spot	09/14/12-09/14/12	5	:30	7A- 8A (EST)	1					1			1	\$620.00	\$620.00	Pittsburgh (WPXI)	TODAY SHOW 7-8A/2	9/7/12
3.0	Normal Line / Spot	09/12/12-09/12/12	5	:30	8A- 9A (EST)	1		1						1	\$570.00	\$570.00	Pittsburgh (WPXI)	TODAY SHOW 8-9A/3	9/7/12
4.0	Normal Line / Spot	09/13/12-09/13/12	5	:30	9A- Today Show 9a	1			1					1	\$395.00	\$395.00	Pittsburgh (WPXI)	TODAY SHOW 9-10A/4	9/7/12
5.0	Normal Line / Spot	09/15/12-09/15/12	5	:30	8A- 10:30A (EST)	1					1			1	\$370.00	\$370.00	Pittsburgh (WPXI)	NEWS 8-1030A/5	9/7/12
6.0	Normal Line / Spot	09/16/12-09/16/12	5	:30	5:30A- 8A (EST)	1						1		1	\$345.00	\$345.00	Pittsburgh (WPXI)	NEWS 530-8A/6	9/7/12
7.0	Normal Line / Spot	09/16/12-09/16/12	5	:30	8A- 10A (EST)	1						1		1	\$370.00	\$370.00	Pittsburgh (WPXI)	NEWS 8-10A/7	9/7/12
8.0	Normal Line / Spot	09/12/12-09/14/12	5	:30	10A- Ellen At Noon	1		1	1					2	\$345.00	\$690.00	Pittsburgh (WPXI)	ELLEN/8	9/7/12
9.0	Normal Line / Spot	09/12/12-09/13/12	5	:30	11:59A- Channel 11 News	1		1	1					2	\$370.00	\$740.00	Pittsburgh (WPXI)	NOON NEWS/9	9/7/12
10.0	Normal Line / Spot	09/13/12-09/13/12	5	:30	4P- Judge Judy 4p	1				1				1	\$395.00	\$395.00	Pittsburgh (WPXI)	JUDGE JUDY 4P/10	9/7/12
11.0	Normal Line / Spot	09/12/12-09/12/12	5	:30	4:29p- Judge Judy 430p	1		1						1	\$495.00	\$495.00	Pittsburgh (WPXI)	JUDGE JUDY 430P/11	9/7/12
12.0	Normal Line / Spot	09/14/12-09/14/12	5	:30	5P- S:30P (EST)	1					1			1	\$795.00	\$795.00	Pittsburgh (WPXI)	NEWS 5-530P/12	9/7/12
13.0	Normal Line / Spot	09/13/12-09/13/12	5	:30	5:30P- 6P (EST)	1					1			1	\$795.00	\$795.00	Pittsburgh (WPXI)	NEWS 530-6P/13	9/7/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_  
Accepted-Station: \_\_\_\_\_ Date: \_\_\_\_\_  
Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

Luc, Inc.  
25 Whitlock Place, SW  
#201  
Marietta, GA 30064-3142

## Contract # 330527

Schedule Dates 09/12/12-09/16/12  
Advertiser Pol/Critz M/D/Con/PA (12930)  
Agency Luc, Inc. (2895)  
Product Political - Federal Candidate (1067)  
Brand POL/M CRITZ/D/CON/PA (68636)  
Salesperson Telerep/Atlanta, Atlanta (1044)  
Sales Office Telerep/Atlanta  
Buyer Name MILLS,AMY  
Phone/Fax /  
CPE N/A  
Account Types National/Political  
Billing Type Standard  
Comments 2427 \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Date Entered 09/07/12  
Last Modified 09/07/12  
Entered By Jennifer Stewart  
CO-OP Yes  
Headline # 06303901  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$2,136.00  
Net Total \$12,104.00  
Sales Tax

Pittsburgh (WPXI)  
By Broadcast Month  
Sep. 2012 22 \$14,240.00  
Grand Total: 22 \$14,240.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
14.0	Normal Line / Spot	09/12/12-09/12/12	5	:30	5:58P- Channel 11 News At 6pm M-F	1			1					1	\$995.00	\$995.00	Pittsburgh (WPXI)	NEWS 6-630P/14	9/7/12
15.0	Normal Line / Spot	09/16/12-09/16/12	5	:30	6P- CHANNEL 11 NEWS	1							1	1	\$670.00	\$670.00	Pittsburgh (WPXI)	NEWS 6-630P/15	9/7/12
16.0	Normal Line / Spot	09/14/12-09/14/12	5	:30	6:59P- Jeopardy	1				1				1	\$1,645.00	\$1,645.00	Pittsburgh (WPXI)	JEOPARDY 7-730P/16	9/7/12
17.0	Normal Line / Spot	09/12/12-09/12/12	5	:30	7:30P- WHEEL OF FORTUNE	1			1					1	\$1,645.00	\$1,645.00	Pittsburgh (WPXI)	WHEEL 730-8P/17	9/7/12
18.0	Normal Line / Spot	09/15/12-09/15/12	5	:30	7P- Jerome Bettis 7-730P	1						1		1	\$670.00	\$670.00	Pittsburgh (WPXI)	BETTIS 7-730P/	9/7/12
19.0	Normal Line / Spot	09/15/12-09/15/12	5	:30	7:30P- Hines Ward Show 730-8P	1						1		1	\$570.00	\$570.00	Pittsburgh (WPXI)	HINES 730P/	9/7/12
20.0	Normal Line / Spot	09/14/12-09/14/12	5	:30	11:34P- TONIGHT SHOW	1						1		1	\$670.00	\$670.00	Pittsburgh (WPXI)	TONITE/20	9/7/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.